

Message Text

UNCLASSIFIED

PAGE 01 MADRID 02240 251600Z
ACTION EB-08

INFO OCT-01 EUR-12 ISO-00 COME-00 /021 W
-----260608Z 104210 /14

R 251406Z MAR 77
FM AMEMBASSY MADRID
TO SECSTATE WASHDC 9496
INFO AMCONSUL BARCELONA
AMCONSUL BILBAO
AMCONSUL SEVILLA

UNCLAS MADRID 2240

E.O. 11652: N/A
TAGS: BEXP SP
SUBJECT: PRELIMINARY INPUTS FOR FY 79 COUNTRY COMMERCIAL PROGRAM
(CCP)

REF: STATE 44899; MADRID A-14 OF FEBRUARY 8, 1977

1. AS THE DEPARTMENT IS AWARE IT IS DIFFICULT TO BE VERY
PRECISE ABOUT CCP CONTENT BEFORE COMPLETION OF THE "BEST
PROSPECTS" EXERCISE. THIS DIFFICULTY IS COMPOUNDED THIS
YEAR IN SPAIN BY THE FACT THAT A NEW GOVERNMENT WILL BE
ELECTED IN THE COMING MONTHS AND ITS ECONOMIC POLICIES
MAY MAKE SOME OF ASSUMPTIONS OBSOLETE. WITH THESE
CAVEATS WE PROPOSE THE FOLLOWING AS OUR PRELIMINARY THINK-
ING FOR FY 1979.

2. CAMPAIGN ACTIVITY AT ABOUT THE SAME LEVEL AS IN A-14
WITH SOME CHANGE IN PRIORITIES PROBABLE AND THE POSSIBLE
REPLACEMENT OF EITHER "PROCESS CONTROL INSTRUMENTATION"
OR "ELECTRONIC INDUSTRY PRODUCTION AND TEST EQUIPMENT"
WITH "BUSINESS EQUIPMENT." DESPITE THE PROMOTIONAL
EMPHASIS TO BE ACCORDED METAL WORKING AND FINISHING
EQUIPMENT, THE CONTINUING LOW LEVEL OF INVESTMENT
IN THE SPANISH METAL INDUSTRIES AND OUR RECENT
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EXPERIENCE WITH PROMOTIONS OF THIS LINE INDICATE THAT
THIS IS NOT A PROMISING PRODUCT GROUPING FOR SPAIN OVER
THE SHORT RUN.

3. OTHER SPECIAL POST EFFORTS (SECTION IV): AGAIN,
SAME LISTING IN ORDER OF PRIORITY AS PRESENTED IN OUR
A-14, ALL OF THESE ACTIVITIES ARE SOUND AND, WE ARE

CONVINCED AT THIS TIME, SHOULD BE CONTINUED DURING FY
79.

4. THE FOREGOING RECOMMENDATIONS HAVE BEEN ADVANCED
BASED UPON THE PRESENT STAFFING LEVELS IN THE MISSION.
THE AUTHORIZED LOCAL COMMERCIAL EMPLOYEE FOR AMCONSUL
BILBAO, ONCE ON BOARD, WILL OF COURSE AUGMENT MISSION
PROMOTIONAL EFFORTS IN THAT INDUSTRIALLY IMPORTANT
AREA OF SPAIN. EATON

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
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Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 25-Mar-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977MADRID02240
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Document Unique ID: 00
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Litigation History:
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TAGS: BEXP, SP
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